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APPLICATION NUMBER: ***60/537,032***
FILING DATE: ***January 20, 2004***

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PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a **PROVISIONAL APPLICATION FOR PATENT** under 37 CFR 1.53 (b)(2).

Docket Number	25804	Type a plus sign (+) inside this box ->	+

INVENTOR(s) / APPLICANT(s)

LAST NAME	FIRST NAME	MIDDLE INITIAL	RESIDENCE (CITY AND EITHER STATE OR FOREIGN COUNTRY)
REICH	Yaron		Herzlia, Israel

TITLE OF THE INVENTION (280 characters max)

LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD

CORRESPONDENCE ADDRESS

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4

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ENCLOSED APPLICATION PARTS *(check all that apply)*

☑ Specification	*Number of Pages*	24	☑ Applicant is entitled to Small Entity Status	
☑ Drawing(s)	*Number of Sheets*	4	☑ Other (specify)	21 CLAIMS

METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT *(check one)*

☐ A check or money order is enclosed to cover the filing fees		FILING FEE AMOUNT ($)	$ 80.-
☑ The Commissioner is hereby authorized to charge filing fees and credit Deposit Account Number:	50-1407		

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

☑ No

☐ Yes, the name of the US Government agency and the Government contract number are: _____

Respectfully submitted,

SIGNATURE _____ Date January 15, 2004

REGISTRATION NO. (*if appropriate*) 25,457

TYPED or PRINTED NAME SOL SHEINBEIN

☐ Additional inventors are being named on separately numbered sheets attached hereto

USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT

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US PROVISIONAL APPLICATION

Title: LBS Nowcasting Sensitive Advertising And Promotion System And Method

Inventor: Yaron Reich

FIELD OF THE INVENTION

The present invention relates to a system and method for combining the delivery of weather information with advertising.

BACKGROUND OF THE INVENTION

Weather is an inherent part of every human activity, from traveling to working outdoors, commuting and even enjoying walking or other outdoor sports activities. Currently, weather predictions are made on a large scale, for a large geographical area and also for a relatively long period of time. These predictions are frequently inaccurate.

More accurate weather predictions would clearly be more useful. One method to overcome inaccuracies of weather predictions is described in PCT Application No. WO 02/49310 to Nooly Technologies Inc. This method provides predictions in a geographically limited area (typically up to about 10 km, although much smaller areas of from about 1 km to about 5 km may also be examined for such weather predictions), which are of a much higher accuracy than regular, large

area predictions. Depending upon the time period over which the prediction is given, the accuracy of the weather prediction may exceed 90%, which is clearly much more useful.

The delivery method, however, is only briefly described in the above PCT application. Furthermore, delivering weather information which relates to relatively small geographical areas and relatively short time spans is clearly important, since if the material is not timely delivered, the time period for the prediction may expire before the individual receives the necessary information. Therefore, improved methods and systems for delivery of weather information are clearly required.

SUMMARY OF THE INVENTION

The background art does not teach or suggest a system or method for combining advertising with weather information, in which the weather information is related to a geographically defined area and a predefined period of time. The background art also does not teach or suggest delivery of advertising with weather nowcasting information.

The present invention overcomes these deficiencies of the background art, by providing a system and method for combining the delivery of advertising with weather predictions that are limited in geographical area and time, and hence which are much more precise but also more time sensitive than regular weather

forecasts. The present invention is preferably implemented with "nowcasting", which is a system and method for weather prediction described in PCT Application No. WO 02/49310 to Nooly Technologies Inc., hereby incorporated by reference as if fully set forth herein.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention is herein described, by way of example only, with reference to the accompanying drawings, wherein:

FIG. 1 shows an exemplary system according to the present invention;

FIG. 2 shows an exemplary rule engine according to the present invention;

FIG. 3 shows an exemplary advertising matrix according to the present invention; and

FIG. 4 shows an example of location based advertising with the effective temperature for a specific location; in the example, every cola bottle represents a time period of 20 minutes, such that the graph shows the temperature evolution over a period of 2 hours and twenty minutes. Since in the specific device that is used there may be a font size limitation, numbers are not written but are instead optionally represented in the form of red lines (every red line represents 5 minutes) when the temperature at the first bottle is 20 degrees.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention is of a system and method for combining the delivery of advertising with weather predictions that are limited in geographical area and time, and hence which are much more precise but also more time sensitive than regular weather forecasts. The present invention is preferably implemented with "nowcasting".

Some preferred embodiments of the present invention are described in greater detail below.

1. **Rule engine:** the Rule Engine is a combination of several different matrixes (of various fields; animation, images), various database and the location-base Nowcasting (described in the previously incorporated PCT application to Nooly Technologies Inc.). Its primary task is to maximize the effect of an advertising campaign according to one or more of specific consumer groups or specific products, and also according to the weather. Its secondary task is to maximize the user experience by providing vivid, enjoyable, low cost personalized weather related information.

The advertiser can choose to use one or more existing predefined consumer groups. Alternatively, the advertiser can ask the system according to the present invention to build a new group based on one or more specifications. Similarly, the advertiser can use existing parameters in the system about the users, which may include one or more of age, gender, location, skin type, allergy etc. as well as parameters that are available from affiliates and/or other third party applications

and databases), and/or the advertiser can ask the *Learning engine* module to learn about its potential customers' consuming habits and product preferences.

Product preferences relate to a particular product, for example a soft drink manufacturer would want to know what kind of soft drinks the customers like, the flavors and brands, whether they are diet drinks and products, and so forth.

The advertiser can also ask the *Rule engine* to learn about users and to help the advertiser to build new groups, or the *Rule engine* could optionally build and/or adjust new groups in the *Advertising Matrix*.

Internal inspection: the *Internal inspection* module preferably includes a set of rules for governing the automatic message, for example with regard to logic and/or potentially offensive message texts and/or animations. The learning engine will obtain user feedback and will conduct satisfaction survey(s). The data that the *Story builder* collects will serve as one of the foundations to the *Internal inspection* module rules.

The *Internal inspection* module preferably receives guidelines from one or both of two main sources; 1. by the advertiser via the Updater, advertiser guideline etc. 2. from the *Learning engine*

The message does not need to be a full message, but rather part of a total message that is unique to the special group. The overall message is also considered in the context of the advertising campaign and also with regard to the

special sensitivities or needs of particular groups, such as handicapped users, different religious groups, different age groups and/or other groups have particular sensitivities or needs. Also, the message is preferably targeted according to particular user preferences, for example for diet drinks over regular soft drinks and so forth.

The Matrix can preferably handle at least several simple predefined groups and parameters, preferably up to a relatively large, multi layer three-dimension matrix.

2. Advertising matrix: The advertiser has an option to adjust the advertising campaign to a highly detailed specific level, including up to the single consumer and this consumer's spending habits. This adjustment is preferably made by defining the parameter on which the campaign is based (via the Advertiser guidelines) into the *Animation matrix*. The advertiser can choose to use some of the existing predefined groups (out of the *Advertising Rules*) or the *Learning engine* can build a new group and subgroup(s) based on one or more specifications.

The *Advertising Matrix* is the place where the advertiser deploys the promotion strategy (Fig 2), preferably by specifying certain message(s) / campaign(s) for exposure to certain group(s), and subgroups, in the population. In addition, since the database of the *Advertising Matrix* is preferably built in Java™, it supports inheriting e.g. the various subgroups inherit the group rules with several twists that differentiate them.

For each cell, the message does not need to be a full message, but may be a partial message that is unique to the specific group (or subgroup). It is then the task of the *Animation matrix*, *Rule engine*, the *Storyboard*, the *Game engine* and all the other components that are in direct link with the user to unite the various components / cells that are relevant to specific individual, under certain conditions into the most personalized advertising / promotion campaign (Fig 4).

Animation Matrix: The *Animation matrix* is the place where the animation components and rules are been stored and defined. It's a database that specifies different animation, pictures, slides, background colors etc. for different usage.

Storyboard: In this module the *Rule engine* builds a short animation (based on the *Animation Matrix*) or other personalized display that is customized to the user's unique needs and preferences while maximizing the advertiser value (according to the advertiser strategy and predefined logic). The *Storyboard* aims to show the location-base Nowcasting in an amusing, intuitive, pleasant and friendly way by using changing displays and animations.

Animator: the advertiser provides the guidelines for the animation and the multimedia i.e. the images, motions, advertisements, sound etc. that will go with various cells of the *Advertising matrix*.

The animator is an animation engine that creates the animation for displaying the weather related parameters, its background, story, *Perfect scenario* related graphical components, advertiser related graphic, animation etc.

3. Learning engine: The *Learning engine* (Fig 2) allows the advertiser to build new groups and subgroups and to gather as much information on the specific group and or individual in the group for maximizing the advertising campaign. Preferably, the *Learning engine* periodically examines the various groups and the individuals that are members in those groups, against the various group definitions to see whether the individual still fits the group definition or may be more suitable with another group or subgroup.

- Use of coupons and various promotion methods; with the help of coupons and *Weather sensitive coupons* the Learning engine can invite a user about which insufficient information is known to participate in a campaign of some type. For example, the Learning engine could invite such a user to receive a free cold beverage at a nearby beverage company stand. At this point, the chance that the user will use the coupon is higher than the probability obtained with currently employed methods, due to the environmental conditions and the effect on the user decision process. In return for the free beverage, the user will be asked to answer several questions such as: do you prefer diet drinks, what's your favorite taste etc.

It is also logical to assume that the user will use the coupons and will choose his favorite beverage (the process could optionally be repeated in order to obtain higher accuracy).

- Optionally, the system may offer a free service, in which the users are offered a free (optionally advertisement sponsored) service in return for their participation in a survey / questionnaire (electronic or written). The questionnaire will include data for use in the process of group (and sub group) definition as well as data that will allow building a tailor-made promotion campaign base on the single user's hobbies, family or marital status, health and other preferences.

- Periodically satisfaction survey; with cooperation with the *Internal inspection* module (in the form of rules and data sharing) the *Learning engine* will conduct a periodically survey among the weather base advertisement sponsored (and non advertisement sponsored) personalized forecast and Nowcasting. For example, the system preferably is capable of determining whether the user finds the advertisement offending, if there was a change in the user preferences, the presentation of the forecast / nowcast etc.

- Consuming habits; the *Learning engine* preferably checks the relationship between the weather and consuming habits, and builds a personal weather consuming profile for every user that is in the system.

The *Learning engine* also periodically samples existing profiles in order to adjust them with regard to the right advertising group or subgroup.

- Cross-references, with existing data (such as location, predefine "friends" and family member profiles, etc.) and other third party data including data from the advertiser for example. The Learning engine will extract the necessary data in order to match the individual into the closest group and also to match the individual with the most accurate and sensitive information and promotions.

Free products and coupons: a user of the present invention is preferably offered free products and coupons. Before receiving the free product, the user will be asked to answer several questions such as: what is your favorite taste? Do you prefer diet products? and so forth. It is also possible that the system will remember the product that the user chose (preferably from a certain range of products) and will determine whether that selection is the user's favorite product (out of the offered selection) for future advertising.

Free service of the present invention / other services; the system of the present invention or other software (such as a mapping service) that integrates Location-base Nowcasting information would preferably be supplied free of charge or with a substantial discount in return for a user disclosure of consuming

preferences (by filling some sort of questionnaire) and agreement to receive advertisement.

4. Weather sensitive coupons: For the *Weather sensitive coupons* there are four main objectives:

1. Retrieving user related data for statistic use, for internal use – the Learning engine, and for product promotion use.

2. In order to physically bring the user to a specific location or in order to let the user / client to visit a virtual location (such as certain company website).

3. In order to promote certain products, services and the like.

4. In order to influence the user to buy specific product and or from specific vendor etc.

With distinction between the common (digital and traditional) coupons, including the location sensitive coupons, unlike coupons that are based on proximity to a certain location, the *Weather sensitive coupons* are preferably active mainly when the probability that they will be in used is the highest. The selection is preferably made according to the user profile and the crucial effect that the weather has on the user's consumption decision process at a specific moment in time and at a specific location. A significant challenge with coupons is to cause as many suitable individuals (those who match the profile) to use the coupons. One advantage of the *Weather sensitive coupons* lies in the connection to the weather

Nowcasting system and to the user profile. including historical weather and Nowcasting consuming history. From an analysis of a certain profile (group of profiles), the *Learning engine* can select the individuals who are more sensitive to various weather parameters and use that information while building targeted coupons and advertisement campaigns.

The *Weather sensitive coupons* use the effect of weather on consuming habits with regard to variety of products. Naturally the weather is not the only parameter that affects the urge but with a large variety of products it is the one of the strongest.

Case: Cola Campaign

Age	Sex	Predefine group	Location	Time	Hobbies	Favorite product	Preferences	History
12 –14	F	Pink teen	Beach	Midday	Pop music, beach	Cola	Regular	
	Girls campaign	Scenario GP1(+3)*	Beach background	Fun animation	Madonna melody	Using Cola	Regular	
12 –14	F	Pink teen	Beach	Evening	Pop music, beach	Cola	Regular	
	Girls campaign	Scenario GP1(+3)*	Beach background	Romantic animation	Madonna romantic melody	Using Cola		

* Scenario GP1(+1) = is a special scenario that fits to a predefined group code name "Pink teen", GP is the code for the commercial campaign that fits (optionally among others) to the "Pink teen" group while 1 symbols the specific *basic clip*** , (+3) represent the different *basic clip* (out of the GP group) that will be shown on the wireless device, and which will be changed depend upon conditions such as time, change of user preferences etc. to the next clip in the series (in this case GP3).

**Basic clip: a basic clip is the master clip on which the *Rule engine* builds its unique multimedia and animation that will fit the requests of the advertiser in the Advertising Matrix.

5. Updater: allows the advertiser to remotely adjust the campaign (on-line) and to quickly change it, for example if a sales director recently discovered that high-school seniors are having their last examination this morning, after which they will go to celebrate at the beach. The advertiser wants to target this exact group and to promote the product with a special deal that is limited to this group, in a certain location and under certain weather restrictions. The updater gives the advertiser the capability to update the advertising matrix on-line. The *Rule engine* will know how to generate the right campaign based on the new demands from the advertiser.

6. Perfect Scenario: The *Perfect scenario* is an animated based display that shows specific and customized weather / nowcast parameters. It is a combination of vivid animated story (could be several changing characters or even just background slide) that present the *Perfect scenario* for one individual (e.g. for a fisherman a nice day, nice sea and plenty of fish is a kind of *Perfect scenario*) while the only part that is missing (in order to create the "*Perfect scenario*") is the right weather parameter i.e. the location-based Nowcasting that is shown together with the advertiser product / message.

The *Perfect scenario* is preferably based on the *Advertiser guidelines*, the user profile (and the various groups that he belongs to); it is built within the *Animation matrix* and become vivid using the rules of the *Storyboard*. Fig 3

Example

The *Storyboard* builds a *Perfect Scenario* type of animation such as perfect day at the ballgame; in the ballgame example the crowd goes wild when the user favorite team scores. For this example the user measures the effective temperature at the stadium with the active crowd (that serves as a chart) while the advertisement is imbedded in various places in the relevant area e.g. the area which is relevant to the story including embedded advertising and other relevant information in various details within. For example, the telephone or other device

may optionally display an animated crowd to form the active crowd acting as a graph of the temperature and/or other weather parameters.

For example; in an ice-cream campaign, some of the individuals in the (animated) crowd displayed on the telephone may optionally be eating ice-cream (in the user's favorite flavor and/or new flavors that are being promoted); more preferably, as the temperature increases (most preferably determined according to nowcasting and presented by the animated graph featuring the "active crowd"), the animated graph display preferably increases the number of cheerful individuals among this crowd who are eating ice-cream in the user's favorite taste. Moreover, additional messages and advertising could optionally be inserted in the relevant area (i.e. the story area on the screen) such as on the field, sidelines, on the players' shirts etc.

In the above example the ice-cream helps the scenario to become "perfect"; the user preferably uses it to measure weather related Nowcasting, the *Storyboard* preferably uses it to build a "perfect" picture according to the user preferences, all of which enables the advertiser to create a link with the success and the happy feeling.

New mother example:

In the "new mother" example, the advertiser is optionally a baby care products provider while the new mother is the end user:

At her mobile phone screen, the new mother optionally sees an image / animation of her baby. The baby is preferably dressed with clothes appropriate to the current temperature, and at the side the mother preferably sees a kind of gauge that tells the temperature at a desired location; the gauge shows how the temperature / effective temperature will decrease (preferably as a function of time). At the same time the baby animation may optionally react to the decreased temperature by an unhappy look and sounds. The baby is happy again when the clothing is changed to warmer clothing, preferably of the advertised brand.

In case the weather is sunny such that there is a high level of UV radiation, the baby is preferably shown as being happy after using the advertised brand of suntan lotion; alternatively in case of rain the baby is preferably shown as being happy again after using the advertiser's umbrellas or other rain-related equipment etc.

The example is not limited to the use of "weather related" products and can also be used with a wide variety of products.

The advertising can be implemented in various places in the relevant area as well; at the background, in and/or as the gauge / measuring instrument, as the weather presentation method; for example e.g. a company can use its logo / mascot as a tool to measure the weather – as a kind of "babies weather forecaster" for infants for example. The icon / company logo / mascot can optionally and preferably react to the weather in a way that will allow the user to identify weather change(s) e.g. in case of light rain the icon can optionally wear a coat while light

rain is shown in the background; for strong rain, the rain animation may also change while the image is optionally shown as using an umbrella etc.

The goal of the *Storyboard* is to combine some of the system basic information (such as gender, age, location, type of weather, expected weather, preferences etc.) and to integrate it with the promotion strategy and logic (using the *Advertising Rules* and the *Advertising Matrix*) together with the

The story builder integrates 3 groups of data (User, Advertiser, Weather) into an animation (that can be regard as a short story) that provide to the user a compelling vivid view.

7. Weather Game: Users can optionally be contacted to guess certain weather parameter for certain location (one or several) at a specific time or various averages i.e. hour average, day average week etc. or picks i.e. highest temperature / lowest. Wind velocity (high/low), rainfall (the exact amount) that falls in a certain location etc.

In order to get an educated guess of the expected weather, the user will be able to retrieve specific weather information, including weather parameters that are not available with the regular service according to the present invention such as live reading from certain weather station, web-cam that shows live pictures,

statistics and analyze by 3rd party (professional and other users / players) and more.

In the game, users are requested to place their bets / guesses at a certain time prior to the measurement time or any other preset deadline; the user can optionally change / adjust the guess / forecast in a certain window of time. The time at which the user made the first guess may optionally increase the final score calculation; the same principle will apply on updates that were made.

The winner will be the one with the highest score.

It is appreciated that certain features of the invention, which are, for clarity, described in the context of separate embodiments, may also be provided in combination in a single embodiment. Conversely, various features of the invention, which are, for brevity, described in the context of a single embodiment, may also be provided separately or in any suitable subcombination.

Although the invention has been described in conjunction with specific embodiments thereof, it is evident that many alternatives, modifications and variations will be apparent to those skilled in the art. Accordingly, it is intended to embrace all such alternatives, modifications and variations that fall within the spirit and broad scope of the appended claims. All publications, patents and patent applications mentioned in this specification are herein incorporated in their entirety by reference into the specification, to the same extent as if each individual

publication, patent or patent application was specifically and individually indicated to be incorporated herein by reference. In addition, citation or identification of any reference in this application shall not be construed as an admission that such reference is available as prior art to the present invention.

WHAT IS CLAIMED IS:

1. A method for delivering weather information to an individual, the weather information being related to a geographically confined area and a defined period of time, the method comprising:

delivering weather information with an advertisement to the individual.

2. The method of claim 1, wherein the individual receives the weather information through a wireless device.

3. The method of claim 2, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said weather information on said display screen.

4. The method of claim 2, wherein said advertisement is selected according to said wireless device.

5. The method of claim 4, wherein said advertisement is selected according to a physical location of said wireless device.

6. The method of claim 4, wherein said advertisement is selected according to the individual subscribing to said wireless device.

7. The method of claim 2, wherein said advertisement is selected according to said weather information.

8. The method of claim 7, wherein said advertisement is also selected according to a parameter defined by the individual.

9. The method of any of claims 1-8, wherein the individual receives the weather information through a display, and wherein said advertisement is displayed in conjunction with said weather information on said display.

10. The method of claim 9, wherein said display comprises at least one of a billboard, a hoarding, a sign and a displayed Web page.

11. The method of any of claims 1-10, wherein said advertisement is delivered according to at least one rule.

12. The method of claim 11, wherein said advertisement is selected according to a plurality of rules by a rule engine.

13. The method of claim 12, wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to the weather.

14. The method of any of claims 1-13, wherein said advertisement is built according to a scenario determined at least partially according to a prediction of the weather.

15. The method of claim 14, wherein said advertisement comprises a storyboard also built and/or selected according to at least one user preference.

16. A method for selecting a coupon for delivery to at least one user, comprising:

determining at least one consuming habit of the at least one user affected by the weather;

predicting the weather by a weather prediction; and

selecting the coupon according to said weather prediction for delivery to the at least one user.

17. The method of claim 16, wherein the at least one user receives the coupon through a wireless device.

18. The method of claims 16 or 17, wherein said predicting the weather is performed according to a geographically confined area and a defined period of time.

19. The method of claim 18, wherein said predicting the weather comprises location-based nowcasting.

20. A method for playing a weather-related game, the method comprising:

delivering weather information, the weather information being related to a geographically confined area and a defined period of time; and

accepting a prediction of the weather according to said weather information for the weather-related game.

21. The method of claim 20, further comprising delivering an advertisement according to at least one of delivery with said weather information or selecting said advertisement according to said weather information.

ABSTRACT OF THE DISCLOSURE

A system and method for combining the delivery of advertising with weather predictions that are limited in geographical area and time, and hence which are much more precise but also more time sensitive than regular weather forecasts. The present invention is preferably implemented with "nowcasting".

Fig 1 - the Nooly system and the weather sensitive advertising matrix

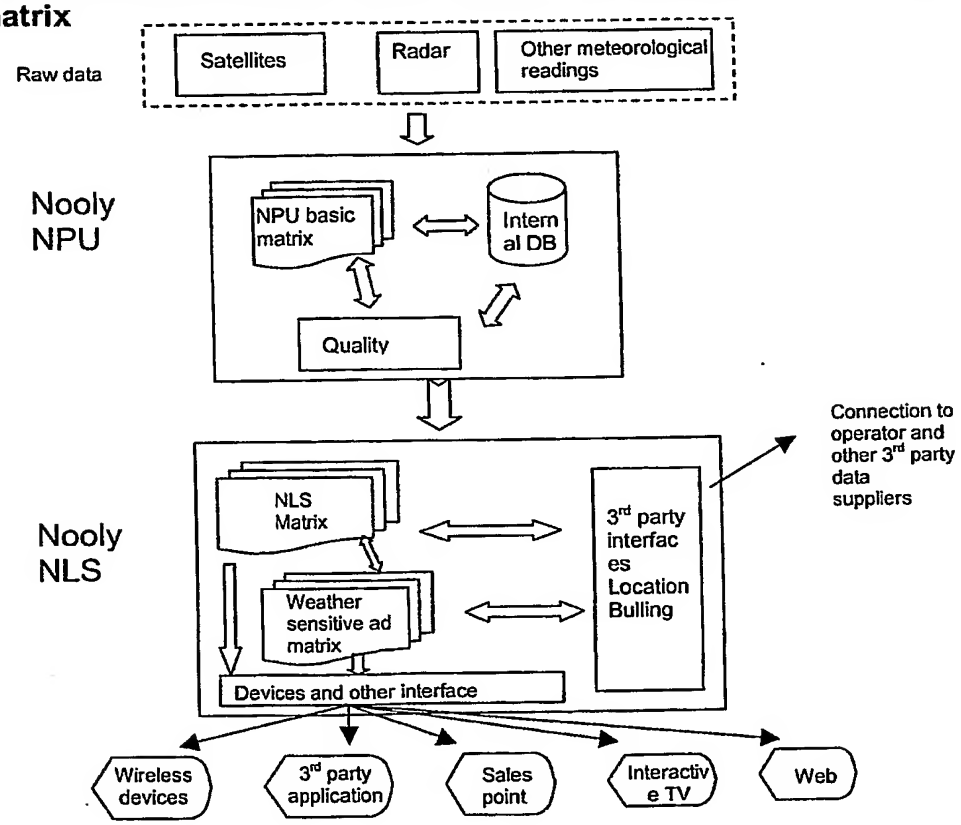

Fig 2 - Rule Engine

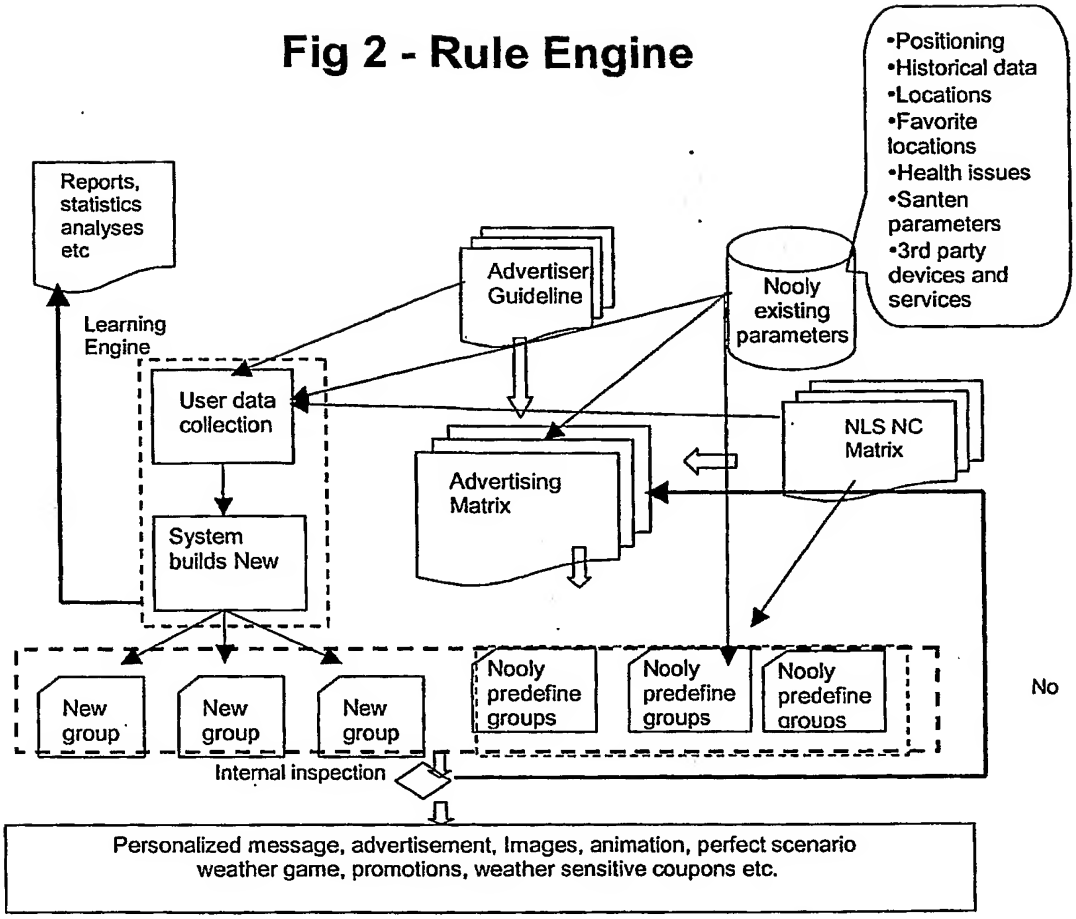

Fig 3 - Advertising matrix

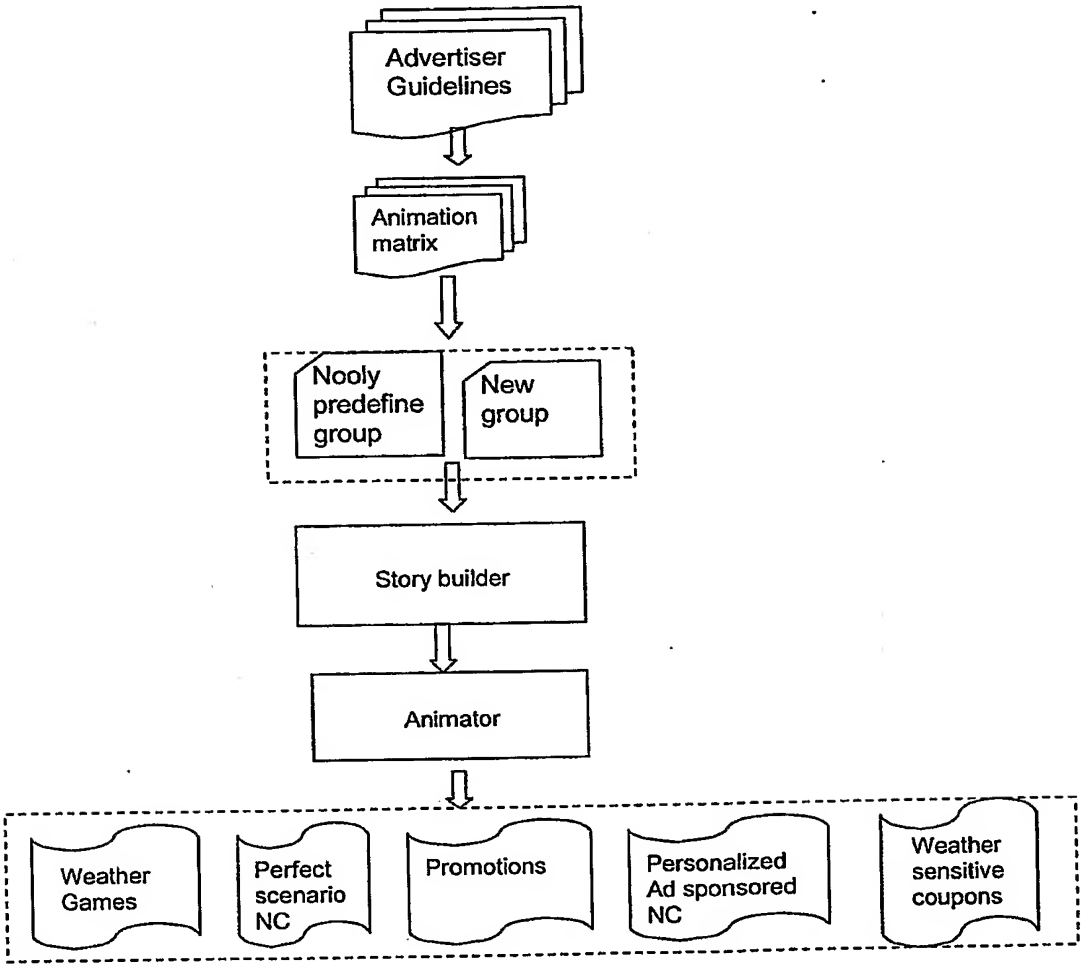

Fig 4